Report writing training
Training course outline

Teaches the skills you need to create effective business reports.

On completion, you will be able to write reader-focused, persuasive documents that help to achieve greater business efficiency.

Course summary
This course teaches how to:

- Plan your reports to target your readers.
- Produce convincing reports that are easy to read, understand and act upon.
- Increase your confidence in delivering a successful report.
- Become a more powerful and persuasive report writer.

Duration
One day.

Who should attend?
Typical delegates include managers and professional staff who need to be able to produce clear and effective reports on a regular basis.

In-class or live online
You can attend in-person at our centres, or participate live online from your place of work or home.

To read about our approach to online training, see armada.co.uk/liveonline.

General information
Courses are hosted by highly experienced instructors, who have held senior writing roles in industry.

Refreshments and lunch are provided.

Course fees can be paid by card or bank transfer. We accept purchase orders from UK-registered companies and public sector organisations.

Course materials and certificate
You'll receive:

- A comprehensive training guide and practice files.
- An e-certificate (PDF) confirming successful course completion.

Method of delivery
Training is designed for the busy professional, being short and intensive and combining lecture and demonstration. Practical exercises carried out under guidance help you learn the techniques taught.

You have ample opportunity to discuss specific requirements with the trainer.

After course support
Following training, you're entitled to 30 days' email support from your trainer.

Further information
See armada.co.uk/course/reportwriting.

Course syllabus
See over.

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Course syllabus

Topics	Sub-topics
First-class business writing: the value to your business	Adding value to the public image of your business Making your business more effective Increasing profitability

Focusing on your readers and your objectives	Focusing on your reader, not yourself
	Understanding your readers:
	    Communication styles
	    Experience
	    Purpose
	    The customer's knowledge and expectations
	Politics and sensitivities
	Determining the report objective

The report writing process	Managing the process
	Planning
	Pre-writing
	    Collecting and organising information
	    Preparing your structure: modelling, brainstorming, outliner tools
	    Testing your structure
	Drafting
	Revising

The report template	Front matter
	    Objectives
	    Scope of work
	    Statement of problem or remit
	Executive Summary
	Report body
	Conclusions
	Recommendations
	Back matter

Writing the report	The Report Paradox:
	    Readers don't take short reports seriously
	    Readers don't want to read long reports
	    How to overcome the Report Paradox
	Building a pyramid of information
	Stating the problem
	Reader-focused structure and style
	    Dovetailing your information with your reader's requirements
	    Adopting a style that works for your readers

Topics	Sub-topics
Writing the report *(continued...)*	Effective conclusions Recommending a solution Developing criteria Explaining alternatives How to overcome writer's block Back matter Annexes, Appendixes, and Appendices Glossary of Terms
Creating a great Executive Summary	Identifying the levels of interest of your readers Aligning your reader's levels of interest with your Executive Summary Good and bad Executive Summaries Creating a great Executive Summary

Writing persuasively	The structure of persuasion
	How decisions are made
	    How long does a decision take?
	    Familiarity and recognition
	    Single-issue decision making
	    Return on investment
	Establishing credibility
	    Addressing potential reader objections
	    Using data from multiple credible sources
	    Your professional qualifications
	Aligning your message with the beliefs of the business
	Accuracy
	Saying what you mean

Avoiding common pitfalls	Reviewing your writing
	    Critical elements in grammar and punctuation ...and why they are critical
	    Indispensable editing techniques
	    Spelling and typographical errors
	    Checking and amending your document
	    Proofreading tips
	    Fused and fragmentary sentences
	    Homophone and homonyms
	    Commonly misused words and clichés
	Time management
	Avoiding deadline doom

Bromsgrove: 01527 834783   Bristol: 0117 3637951   Cardiff: 0292 280 4146   Manchester: 0161 526 1456
Milton Keynes: 01908 597084   Nottingham: 0115 7844 776   Reading: 0118 3042798   Sheffield: 0114 3492645
Armada Training Solutions Ltd.   E: training@armada.co.uk   W: www.armada.co.uk

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